

# ORDER



**Orders**  
**Order / Rev:** 170131  
**Alt Order #:**  
**Product Desc:** Martin Heinrich 11/2-11/06 Order  
**Estimate:** 13046  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:** Suzanne Lorimer  
**Billing Contact:**  
 1580 Lincoln St Ste 510  
 Denver, CO 80203-1507

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heinrich for Senate  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 05/05/09  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	38	\$16,585.00	\$14,097.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$16,585.00	\$14,097.25	0.00
<b>Totals</b>	<b>38</b>	<b>\$16,585.00</b>	<b>\$14,097.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	26%	\$16,585.00
Market	100%	\$63,788.46

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$5,740.96
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$18,498.65
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	36%	\$22,963.85
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Order / Rev: 170131  
Alt Order #:  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: Heinrich for Senate  
Product Desc: Martin Heinrich 11/2-11/06 Order  
Estimate: 13046  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
1	All	11/02/12	11/06/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MT--F--	:30	1	\$175.00	3	0.00	NM	3	\$525.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----F--		1			\$175.00		0.00						
		Week: 11/05/12	11/11/12	MT-----		2			\$175.00		0.00						
2	All	11/02/12	11/06/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MT--F--	:30	1	\$300.00	3	0.00	NM	3	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----F--		1			\$300.00		0.00						
		Week: 11/05/12	11/11/12	MT-----		2			\$300.00		0.00						
3	All	11/02/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MT--F--	:30	0	\$600.00	2	0.00	NM	3	\$1,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----F--		1			\$600.00		0.00						
		Week: 11/05/12	11/11/12	MT-----		2			\$600.00		0.00						
4	All	11/02/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MT--F--	:30	1	\$600.00	2	0.00	NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----F--		1			\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	All	10/29/12-11/04/12		M-F Today Show		M-F 7a-9a	-----F----	:30		(\$600.00)		0.00	NM				
		Credited [Time period not available]															
		Week: 11/05/12	11/11/12	M-----		1			\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	All	11/05/12-11/11/12		M-F Today Show		M-F 7a-9a	M-----	:30		(\$600.00)		0.00	NM				
		Credited [Time period not available]															
5	All	11/02/12	11/04/12	Saturday Today Saturday Today	CM	Sa 5a-7a	-----S-	:30	1	\$125.00	4	0.00	NM	1	\$125.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1			\$125.00		0.00						
6	All	11/02/12	11/04/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	\$175.00	4	0.00	NM	1	\$175.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1			\$175.00		0.00						
7	All	11/02/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$175.00	4	0.00	NM	1	\$175.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1			\$175.00		0.00						
8	All	11/05/12	11/06/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----		1			\$200.00		0.00						
9	All	11/02/12	11/04/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	----F--	:30	1	\$175.00	3	0.00	NM	1	\$175.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----F--		1			\$175.00		0.00						
10	All	11/05/12	11/06/12	Who Wants to Be A Million Who Wants to Be A Million	CM	M-F 1130a-12p	M-----	:30	1	\$125.00	4	0.00	NM	1	\$125.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	M-----		1			\$125.00		0.00						
11	All	11/02/12	11/06/12		CM	M-F 12noon-1p	-T--F--	:30	1	\$125.00	4	0.00	NM	2	\$250.00		

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Advertiser: Heinrich for Senate  
Product Desc: Martin Heinrich 11/2-11/06 Order  
Estimate: 13046  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 4 @ Midday M-F											
				News 4 @ Midday M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$125.00		0.00			
Week:		11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
12	All	11/05/12	11/06/12	Days Of Our Lives 1p	CM	M-F 1p-2p	M-----	:30	1	\$350.00	2	0.00	NM	0	\$0.00
				Days Of Our Lives 1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	11/05/12-11/11/12		Days Of Our Lives 1p		M-F 1p-2p	M-----	:30		<del>(\$350.00)</del>		0.00	NM		
				Credited											
				[Time period not available]											
13	All	11/02/12	11/04/12	The Insider 3p	CM	M-F 3p-330p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				The Insider 3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$200.00		0.00			
14	All	11/02/12	11/06/12	Inside Edition 330p	CM	M-F 330p-4p	M---F--	:30	1	\$200.00	3	0.00	NM	2	\$400.00
				Inside Edition 330p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$200.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$200.00		0.00			
15	All	11/02/12	11/06/12	Judge Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	M---F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				Judy Judy-P/ DR 4p/ 430p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/29/12-11/04/12		Judge Judy-P/ DR 4p/ 430p		M-F 4p-5p	-----F--	:30		<del>(\$300.00)</del>		0.00	NM		
				Credited											
				[Time period not available]											
Week:		11/05/12	11/11/12	M-----		1				\$300.00		0.00			
16	All	11/05/12	11/06/12	News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$800.00	2	0.00	NM	1	\$800.00
				News 4 @ 6p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$800.00		0.00			
17	All	11/02/12	11/06/12	News 4 @ 630p M-F	CM	M-F 630p-7p	M---F--	:30	1	\$400.00	4	0.00	NM	2	\$800.00
				News 4 @ 630p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$400.00		0.00			
Week:		11/05/12	11/11/12	M-----		1				\$400.00		0.00			
N 18	All	11/02/12	11/04/12	News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$150.00	6	0.00	NM	0	\$0.00
				News 4 Special Sa 5p-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/29/12-11/04/12		News 4 Special Sa 5p-530p		Sa 5p-530p	-----Sa--	:30		<del>(\$150.00)</del>		0.00	NM		
				Credited											
				[did not run due to football]											
19	All	11/02/12	11/04/12	News 4 Special @ 430p	CM	Su 430p-5p	-----S	:30	1	\$125.00	6	0.00	NM	1	\$125.00
				News 4 Special @ 430p Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$125.00		0.00			
20	All	11/05/12	11/06/12	Monday Prime C	CM	M 9p-10p	M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
21	All	11/05/12	11/06/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
				News 4 @ 10p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$800.00		0.00			

Order / Rev: 170131  
 Alt Order #:  
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: Heinrich for Senate  
 Product Desc: Martin Heinrich 11/2-11/06 Order  
 Estimate: 13046

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	All	11/02/12	11/04/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p -----S-	:30	1	\$600.00	4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$600.00			0.00			
23	All	11/02/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$600.00	4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S			1		\$600.00			0.00			
24	All	11/05/12	11/06/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pM-----	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----			1		\$350.00			0.00			
25	All	11/02/12	11/06/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207aM---F--	:30	1	\$55.00	6	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	----F--			1		\$55.00			0.00			
Week: 11/05/12		11/11/12	M-----			1		\$55.00			0.00			
26	All	11/02/12	11/04/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p -----S	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S			1		\$3,200.00			0.00			
27	All	11/02/12	11/04/12	Football Night in America Football Night in America	CM	Su 5p-6p -----S	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S			1		\$1,200.00			0.00			
28	All	11/02/12	11/04/12	Saturday Prime 2hr 8p-10p Saturday Prime 2hr 8p-10p	CM	Sa 8p-10p -----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$400.00			0.00			
29	All	11/02/12	11/04/12	News 4 Weekend Sat 7a-9a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a -----S-	:30	1	\$100.00	6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$100.00			0.00			
30	All	11/02/12	11/04/12	Saturday Today Saturday Today	CM	Sa 5a-7a -----S-	:30	1	\$75.00	6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$75.00			0.00			
31	All	11/05/12	11/06/12	Good Day New Mexico 11a Good Day New Mexico 11a	CM	M-F 11a-1130a M-----	:30	1	\$75.00	6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----			1		\$75.00			0.00			

\*Tax 1 Note: ABQ 7%.

Totals 38 \$16,585.00